

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|-------------|--------------------------|---|-----------------|------------|
| Applicant: | Christopher M. Benson | § | Group Art Unit: | 2683 |
| | | § | | |
| Serial No.: | 10/015,431 | § | | |
| | | § | Examiner: | Danh C. Le |
| Filed: | 12/13/2001 | § | | |
| | | § | | |
| For: | SYSTEM AND METHOD FOR | § | Atty. Dkt. No.: | 9903 |
| | SHORT-RANGE WIRELESS | § | | |
| | RETAIL ADVERTISING AIMED | | | |
| | AT SHORT-RANGE WIRELESS | | | |
| | PROTOCOL-ENABLED | | | |
| | PERSONAL DEVICES | | | |

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION MAILED FEBRUARY 22, 2006

This is a reply to the Office action mailed February 22, 2006, in this application. Please reconsider this application and allow all claims.

A Listing of Amended Claims begins on page 2 of this reply.

Remarks/Arguments begin on page 8 of this reply.